Application of GIS in Pakistan Tourism Industry

Presented to

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Introduction

- Definition of Tourism;
  "Tourism can be described as the activities of people traveling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

- Considered as a major industry worldwide.

- Pakistan posses great potential for tourism.

Objectives

Identification of issues related to application of GIS in tourism.

Finding areas of improvement in Pakistan tourism industry.

Workout possible applications of GIS in Pakistan Tourism.

IS in Tourism Industry

Both share common characteristics.

Recognized widely as a valuable tool for organizing, examining and presenting huge amount of data.

Tourism is an activity highly dependent on environmental resources.

According to Fridgen's (1991) study of an American model, the success of any tourism business could be determined by:

- Tourism planning
- Tourism development and research
- Tourism marketing

Three different landscape features usually characterize tourism destinations in a GIS

ethodology

Conversion of analogue map to digital format.

Creation of relational tabular database with their attributes and hot-linking with shape files in Arc GIS environment.
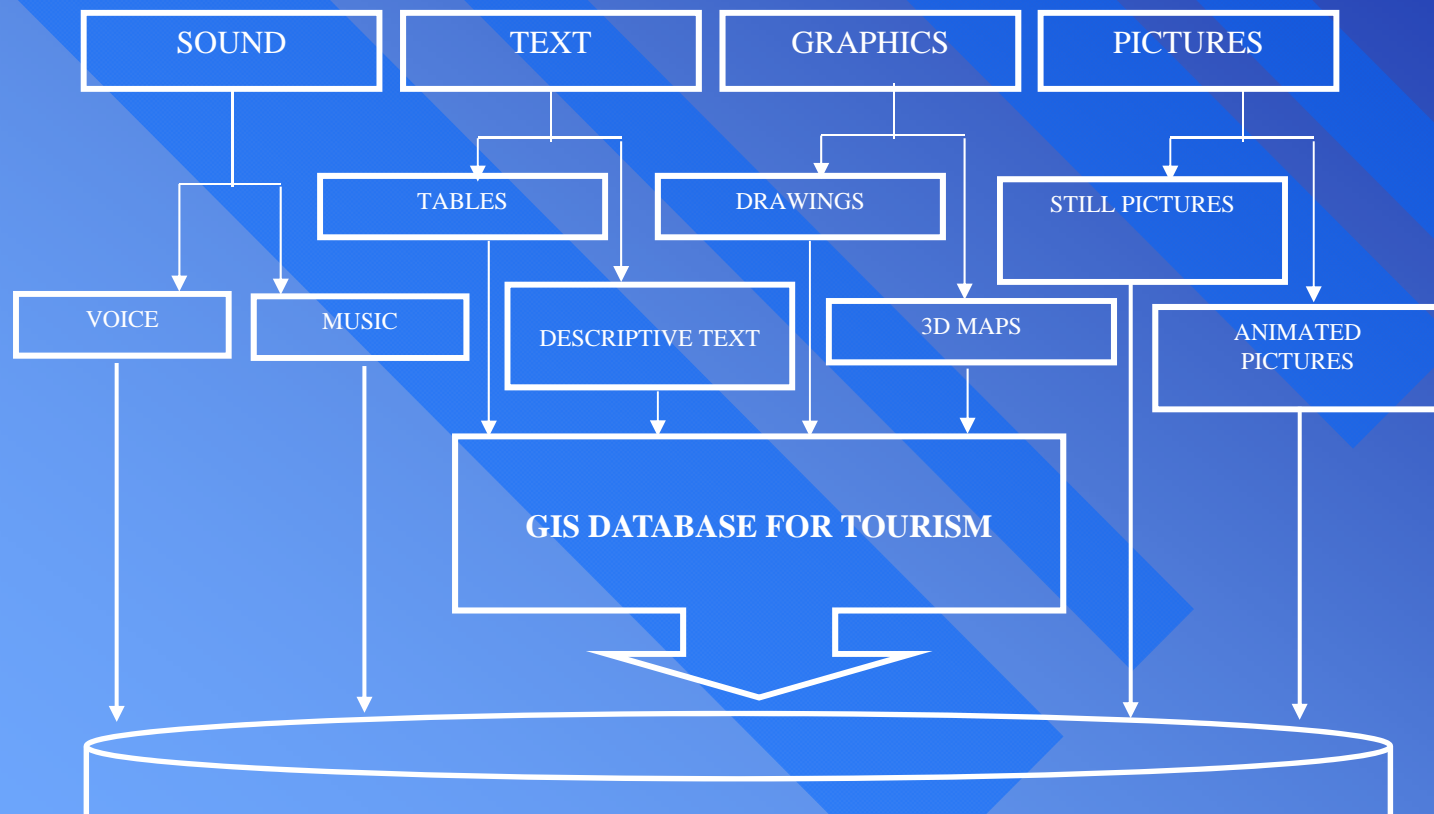
Creation of GIS database for Tourism with capabilities for queries.

ethodology

Conversion of recorded digital photographs, video clips and sound to easily downloadable and viewable formats such as wav, avi or mpeg.

Linking multimedia files to files in GIS database.

SOUND	TEXT	GRAPHICS	PICTURES

	TABLES	DRAWINGS	STILL PICTURES

| VOICE	MUSIC	DESCRIPTIVE TEXT	3D MAPS	ANIMATED PICTURES

GIS DATABASE FOR TOURISM

ase Study (Himalayas, Nepal)

1999, Nepal conducted a major
earch in Mt. Everest, which is a
pular trekking destination in the
malayas.

S was used in mapping trail
pacts and in determining the
ationship between impacts and
vironmental features.
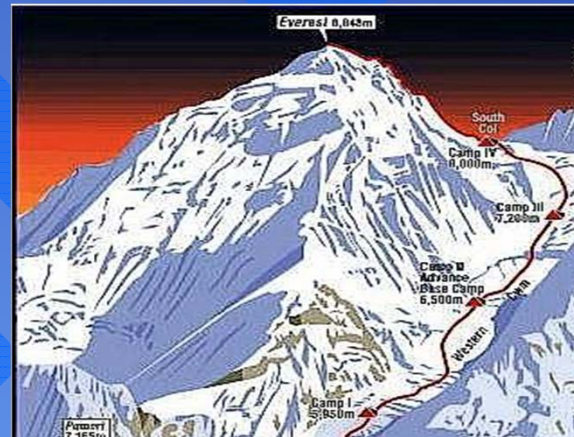
urist Sites in Pakistan

Pakistan presents a variety of opportunities for
ravelers.
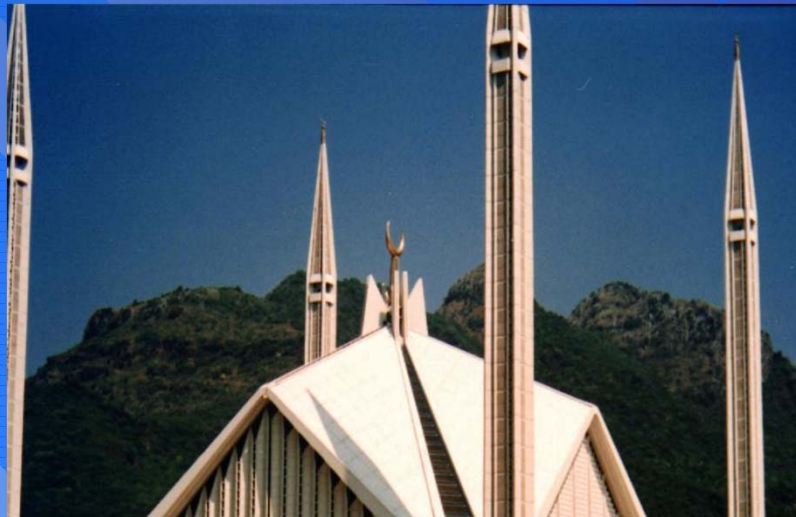
urism Industry Structure in Pakistan

Private Sector
- Tour operators.

Public Sector
- Tourism Division of Ministry of Sports & Tourism.
- Pakistan Tourism Development Corporation (PTDC).
- Pakistan International Airlines (PIA).
- Northern Areas Transport Corporation (NATCO).
- Regional Finance Development Corporation (RFDC).
- Northern Area Public Works Department (NAPWD).
- Construction and Works (C&W) Rest houses

ssible Applications

Analyzing the spatial and temporal patterns of visitor use of various services and facilities at numerous popular tourist sites in Pakistan.

Longitudinal studies of visitor impacts on campgrounds, hiking trails and wildlife.

Analyze visitor conflicts, effects of motorized recreation in parks, spatial analysis of

Use of Internet- GIS as a source of efficient marketing tool.

Conclusion

Tourism is a highly complex activity requiring tools that assist in effective decision making.

Impact assessment and simulation are increasingly important in tourism development.

Limited use of GIS application in tourism planning in Pakistan.

Recommendations

t is required to organize and standardize the process of data collection in Pakistan.

Should be used for trail impacts as in other parts of the world.

Should utilize for promotion of tourism.

Thank you